Company Tracking Number: JAMIE LUCY

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010

Standard Plans 2010

Product Name: Medicare Supplement Advertising - UL5294
Project Name/Number: Medicare Supplement Advertising/UL5294

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Medicare Supplement SERFF Tr Num: MUTM-126975005 State: Arkansas

Advertising - UL5294

TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed State Tr Num: 47649

Standard Plans 2010

Sub-TOI: MS08I.001 Plan A 2010 Co Tr Num: JAMIE LUCY State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Author: Jamie Lucy Disposition Date: 01/26/2011

Date Submitted: 01/06/2011 Disposition Status: Filed sted: Implementation Date:

Implementation Date Requested:

State Filing Description:

General Information

Project Name: Medicare Supplement Advertising

Project Number: UL5294

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Advertising

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Submission Type: New Submission Individual Market Type:

Overall Rate Impact: Filing Status Changed: 01/26/2011
State Status Changed: 01/26/2011

Deemer Date: Created By: Jamie Lucy

Submitted By: Jamie Lucy Corresponding Filing Tracking Number:

Filing Description:

Please see cover letter under the supporting documentation tab.

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com

Consultant

Mutual of Omaha 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]

Company Tracking Number: JAMIE LUCY

TOI: MS081 Individual Medicare Supplement - Sub-TOI: MS081.001 Plan A 2010

Standard Plans 2010

Product Name: Medicare Supplement Advertising - UL5294
Project Name/Number: Medicare Supplement Advertising/UL5294

Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company CoCode: 69868 State of Domicile: Nebraska

Mutual of Omaha Plaza Group Code: 261 Company Type: Life Insurance

Omaha, NE 68175 Group Name: State ID Number:

(402) 351-6420 ext. [Phone] FEIN Number: 47-0322111

Filing Fees

Fee Required? Yes

Fee Amount: \$100.00

Retaliatory? No

Fee Explanation:

Per Company: No

COMPANY AMOUNT DATE PROCESSED TRANSACTION #

United of Omaha Life Insurance Company \$100.00 01/06/2011 43497186

Company Tracking Number: JAMIE LUCY

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010

Standard Plans 2010

Product Name: Medicare Supplement Advertising - UL5294
Project Name/Number: Medicare Supplement Advertising/UL5294

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Stephanie Fowler	01/26/2011	01/26/2011

Company Tracking Number: JAMIE LUCY

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010

Standard Plans 2010

Product Name: Medicare Supplement Advertising - UL5294
Project Name/Number: Medicare Supplement Advertising/UL5294

Disposition

Disposition Date: 01/26/2011

Implementation Date:

Status: Filed Comment:

Rate data does NOT apply to filing.

Company Tracking Number: JAMIE LUCY

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010

Standard Plans 2010

Product Name: Medicare Supplement Advertising - UL5294
Project Name/Number: Medicare Supplement Advertising/UL5294

ScheduleSchedule ItemSchedule Item StatusPublic AccessSupporting DocumentMemorandum of VariabilityFiledYesSupporting Documentcover letterFiledYesFormLetter, Reply CardFiledYes

Company Tracking Number: JAMIE LUCY

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010

Standard Plans 2010

Product Name: Medicare Supplement Advertising - UL5294
Project Name/Number: Medicare Supplement Advertising/UL5294

Form Schedule

Lead Form Number: UL5294

Schedule	Form	Form Type Form Name	Action	Action Specific	Readability	Attachment
Item	Number			Data		
Status						
Filed	UL5294,	Advertising Letter, Reply Card	Initial		0.000	UL5294.pdf
01/26/2011	UL5294-1					

United of Omaha Life Insurance Company

A MUTUAL of OMAHA COMPANY Mutual of Omaha Plaza, Omaha, NE 68175



IMPORTANT INFORMATION FOR NEW MEDICARE BENEFICIARIES

Dear [Sample J. Sample],

Before you know it, you'll be eligible for Medicare. And if you're like most people we've talked to, you have a lot of questions: What are the "gaps" in Medicare? Will I need Medicare supplement insurance? If so, which plan is right for me?

It's natural to have questions. And now it's easier than ever to get answers!

Just call [1-800-999-9999] or return the reply card below to get FREE INFORMATION and expert advice from United of Omaha Life Insurance Company. We'll cut through the confusion to help you better understand the coverage options available to you. In plain and simple language, we'll show you how to:

- [• Determine the differences between Medicare Part A, Part B and Part D]
- Possibly save on your Medicare Supplement premiums.]
- [• See any Medicare approved doctor, or any hospital without ever needing a referral.]
- [• Enjoy the convenience of virtually paper-free claims service and more!]

You can count on United of Omaha, a Mutual of Omaha company since 1926, for the know-how and experience you deserve. From direct answers to customized coverage selection, we are at your service.

Don't wait. Request free information today. Because the more you know about Medicare and Medicare supplement insurance now, the better prepared you'll be!

Sincerely,

[John R. O'Malley]
[Director, Marketing Services and Licensed Agent]

P.S. You are under no obligation whatsoever in accepting the free information or advice. But, we can't give it to you until you ask for it. So, please call [1-800-999-9999] or mail the request form today!

Please note that this mailing is used as a source of leads in the solicitation of insurance. An insurance agent may contact you by telephone.

Neither United of Omaha Life Insurance Company nor its Medicare supplement insurance policies are connected with or endorsed by the U.S. government or the federal Medicare program. United of Omaha is licensed nationwide except in NY. Coverage has exclusions, limitations and reductions, which will be detailed in material you receive prior to purchase. An outline of coverage is available upon request. In LA, MO and WI, if you receive Medicare benefits because of a disability, you may apply for a Medicare supplement policy regardless of your age. Medicare supplement insurance policy form numbers UM20, UM21, UM22, UM23, UM24, UM30 and UM31 or state equivalent (in ID: UM20-21698, UM23-21699, UM24-21700, UM30-22551 and UM31-22552; in OK: UM20-21746, UM23-21747, UM24-21748, UM30-22579, UM31-22580; in OR: UM20-21610, UM23-21613, UM24-21614, UM30-22543, UM31-22544; in WI: UM25) are underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175.

UL5294

▼ PLEASE DETACH HERE AND MAIL TODAY ▼

FREE INFORMATION REQUEST FORM

YES! I'd like free information for ne Medicare beneficiaries. I understand	999999999 Sample J. Samplexxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx		
there is <u>no cost or obligation</u> .	Things I need:	9324 Harney St.	
[How would you like us to contact you?] [Call me to schedule a home visit]	V free information Vexpert advice V save money	Omaha, NE 68126 Date of Birth / / Phone () Best Time To Call: \(\text{A.M.} \) P.M. Email	

Mail Today Or For Faster Service, Call [1-800-999-9999] [Or visit us at www.mutualplans.com] This letter is used for the solicitation of insurance and an insurance agent may contact you by telephone. Medicare supplement insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175.

Company Tracking Number: JAMIE LUCY

TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.001 Plan A 2010

Standard Plans 2010

Product Name: Medicare Supplement Advertising - UL5294
Project Name/Number: Medicare Supplement Advertising/UL5294

Supporting Document Schedules

Item Status: Status

Date:

Satisfied - Item: Memorandum of Variability Filed 01/26/2011

Comments: Attachment:

UL5294 (MOV).pdf

Item Status: Status

Date:

Satisfied - Item: cover letter Filed 01/26/2011

Comments: Attachment:

AR Letter-App.pdf

VARIABLE MATERIAL FOR ADVERTISING FORM UL5294

The following information in the aforementioned advertisement is bracketed to denote variable material.

Section	Explanation			
Dear [Sample J. Sample] Opening of Letter	Recipient's name will be inserted for personalization purposes.			
[Bullet points] Located in middle of letter	Up to 4 of the following Bullet points may be used: 1) Determine the differences between Part A, Part B and Part D 2) Choose the plans that fit your needs and budget 3) Choose the Medicare supplement plan that best meet your needs 4) Figure out how much Medicare expects you to pay 5) Possibly save on our Medicare Supplement premiums 6) See any doctor, any hospital without ever needing a referral 7) Know the best time to buy a Medicare Supplement insurance policy 8) Understand your options for prescription drug coverage 9) Enjoy the convenience of virtually paper-free claims service and more			
[Name & Tile of signing entity] Closing of letter before P.S. section	This field is made variable for the opportunity of updating the authorized name and title if there would be a change in position.			
[How would you like us to contact you?] located left center of reply form	This question will either be left in or completely removed.			
[check boxes] under "How would you like us to contact you?" left side of the reply form	Up to 3 "call to action" statements to receive more information may be used: 1) Connect with an Agent, ie: a) Call me to schedule a home visit b) Please contact me by phone 2) By Mail, ie: a) Please mail the free information guide b) Please mail me more information 3) By e-mail, ie: (will not be used immediately, but for possible future use) a) Please e-mail the free information guide b) E-mail me more information			
[Or visit us at [www.mutualplans.com]] after phone number at bottom of Reply portion	This entire option will either be in or removed completely. If in, an approved URL for consumers to request more information will be used.			

UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL of OMAHA COMPANY Mutual of Omaha Plaza, Omaha, NE 68175, 402-342-7600



January 6, 2011

Arkansas Department of Insurance Attn: Compliance - Life & Health 1200 West Third Street Little Rock, AR 72201-1904

> NAIC# 261-69868 FEIN# 47-0322111 United of Omaha Life Insurance Company Medicare Supplement Advertising UL5294 UL5294-1 (Reply Card)

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

We request that any information in brackets be considered variable. A Memorandum of Variable Material describing the variable items is attached.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Product and Advertising Compliance Corporate Compliance and Ethics

For questions, please contact Carly Cole Phone: 402-351-2476; Fax: 402-351-5298 Email: advfilings@mutualofomaha.com

jl